



ESSCA

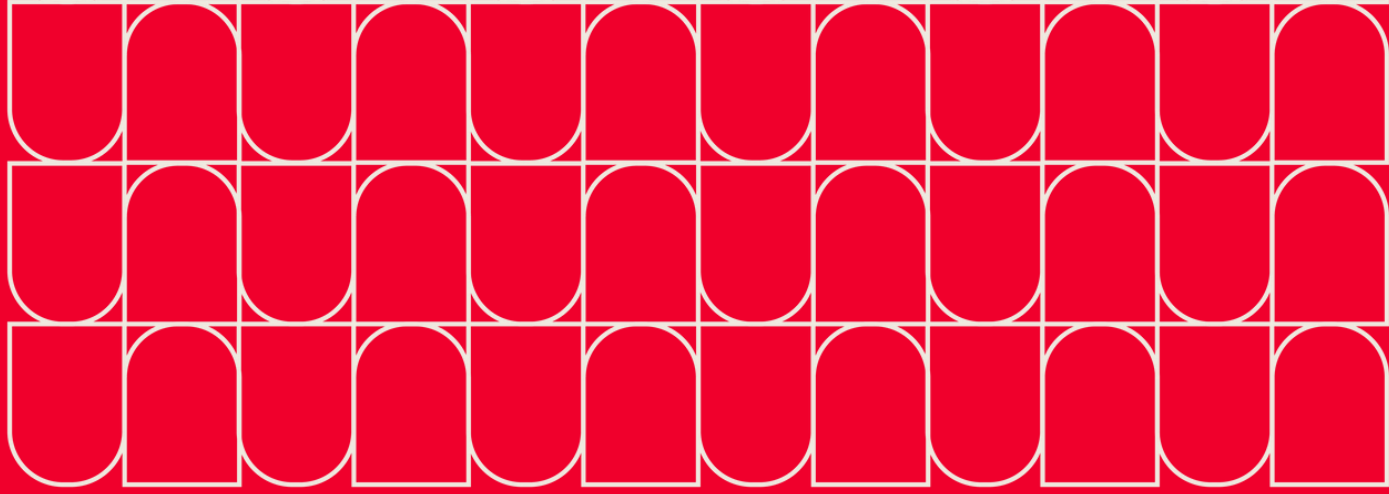
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LUXURY EXPORT AND CULTURAL EVENT MANAGEMENT,  
CRAFTED FOR PROVENCE'S EXCLUSIVE MARKET.

JUNE 16TH - JULY 13TH 2025

2025  
SUMMER





# Introduction to ESSCA

# ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year programme to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the Master’s degree, the EPAS certification, the AACSB accreditation and the EQUIS accreditation. In 2023, ESSCA ranked 54th in the Financial Times ranking.

ESSCA offers international programmes on 10 sites: Angers, Paris, Aix-en-Provence, Strasbourg, Malaga, Luxembourg, Budapest and Shanghai, along with a network of 279 partners universities in 56 countries.  
At present, the school works with some 2,500 companies.



## ESSCA: Creating Futures

In the top 1% business schools worldwide



2 NEW LOCATIONS  
> Malaga in 2023  
> Luxembourg in 2023

## ESSCA key figures



Nearly  
**7,000**  
undergraduate, postgraduate  
& continuing education students



**18,000**  
alumni worldwide



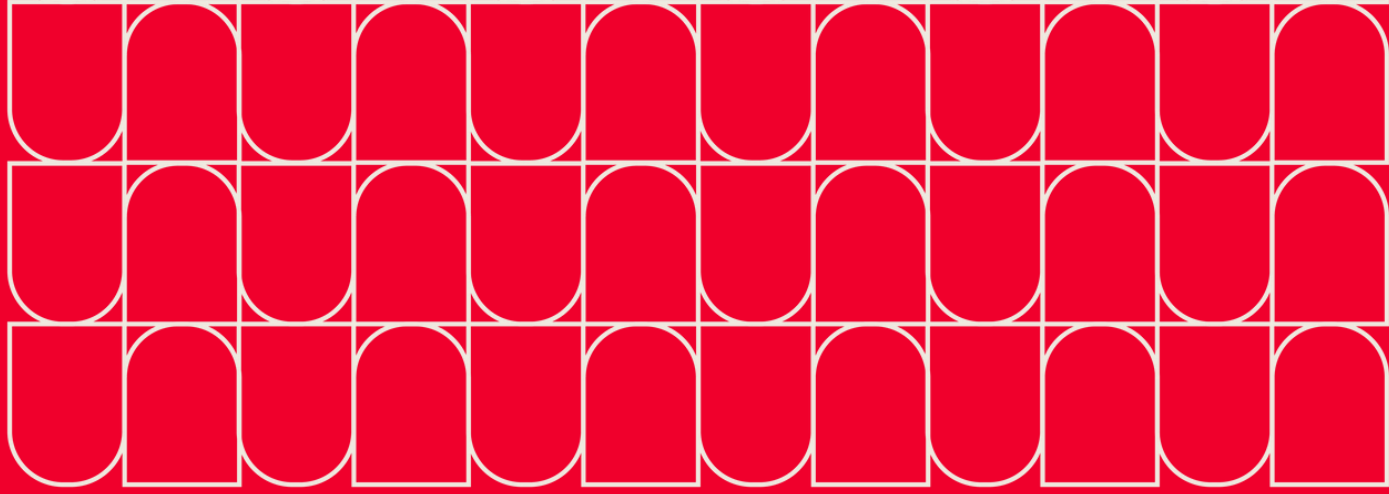
**2,500**  
corporate  
partners



A network of partner  
universities in  
**56**  
countries



**461**  
Full-time faculty members  
and members of staff



# Presentation of the Programme



# The Programme



- ▶ Intensive 4-week programme
- ▶ Entirely taught in English
- ▶ Open to undergraduate and postgraduate students
- ▶ Offers a multicultural learning environment which develops cross-cultural skills
- ▶ Provides a knowledge into the essential aspects of Luxury Export Strategy and Project Management in Cultural Events
- ▶ Includes field trips to outstanding cultural sites such as Château La Coste or festivals
- ▶ 12 ECTS (6 per course) - 6 US credits
- ▶ 90h of study:
  - 72h of courses, including field trips
  - 18h of personal work

## Teachings

### Project Management in Cultural Events

The South of France is region of festivals of national and international importance with more than 1000 festivals and cultural events per year. It sustains an entire section of the economy. If the fundamentals of management are very similar to those of business, the cultural sector has specificities that we will try to study in the context of this course.

### Luxury Export Strategy

This module aims to provide students with the tools and skills to develop export strategies in the luxury sector, with a particular focus on the specificities of the Provence region. Students will analyze global luxury trends and learn how to export efficiently to different markets where demand is constantly increasing: Asia, the United States, the Middle East, etc.

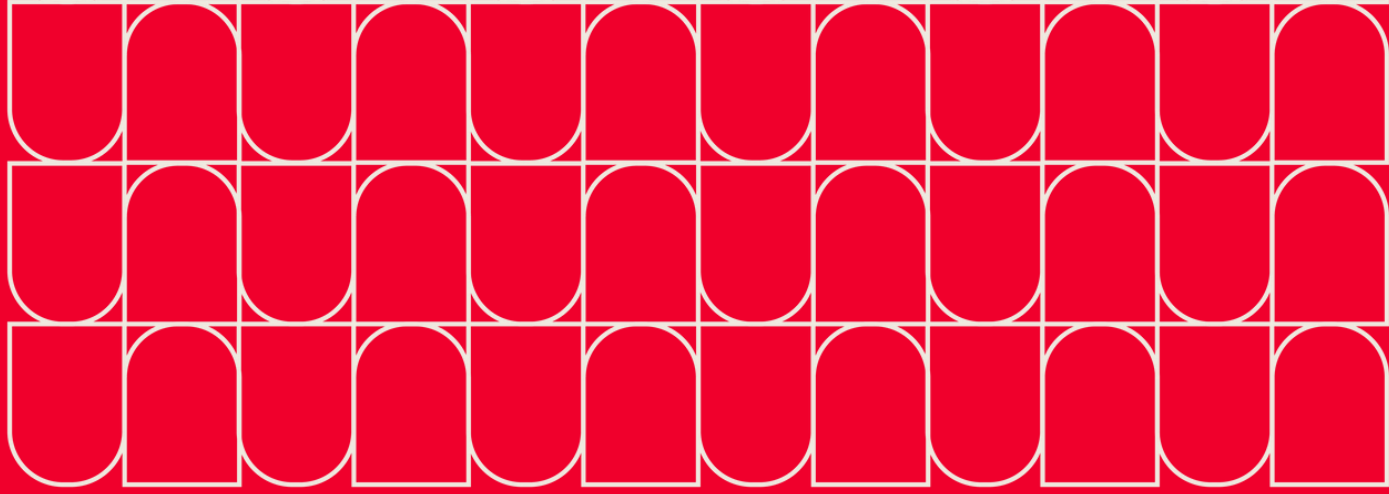
Provence, as a region known for its high-end products, will be at the heart of the practical case studies. In 2024, the region will welcome 22 million tourists, including 3 million from Asia. This reality makes Provence a fertile ground for export projects to Asian markets, including China, Hong Kong, Singapore and South Korea.

## Extra-curriculum



- ▶ Cultural visits
- ▶ Festivals
- ▶ Château La Coste
- ▶ Music Day
- ▶ Welcome & farewell dinners

*Please note this list is indicative and subject to changes, depending on availabilities and weather*



# Practical information



# Key dates

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- ▶ Nomination: 1<sup>st</sup> of April
- ▶ Application deadline: 15<sup>th</sup> of April
- ▶ No refund after the 1<sup>st</sup> of May
- ▶ Accommodation checking-in date: 15<sup>th</sup> of June
- ▶ Programme starting date: 16<sup>th</sup> of June
- ▶ Programme ending date: 13<sup>th</sup> of July
- ▶ Accommodation checking-out date: 14<sup>th</sup> of July
- ▶ After the application deadline, please check directly with us if there are still places available.

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## Practical Information

### Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor. Should a visa be necessary, it will be delivered upon proof of your official letter of acceptance issued by ESSCA following your registration.

### International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

### Class time and textbooks

Generally, students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers, but a laptop is highly recommended.

# The Campus

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- ▶ In the heart of Aix-en-Provence, a city with a vibrant atmosphere and a large international student community
- ▶ A renowned sunshine and quality of life, with more than 300 sunny days a year
- ▶ Two campuses equipped with state-of-the-art facilities designed to stimulate creativity and collaboration





# Accommodation



- ▶ Shared studio with twin bed
- ▶ 35 minutes from campus
- ▶ Air conditioning

## Fees

Normal fee: EUR 3,600

Exchange discounted fee\*: EUR 2,900

### Included

- ▶ Courses and course material
- ▶ Scheduled visits and field trips
- ▶ Accommodation in twin same gender shared studio room
- ▶ Welcome and farewell social events
- ▶ A 55€ non refundable administration fee

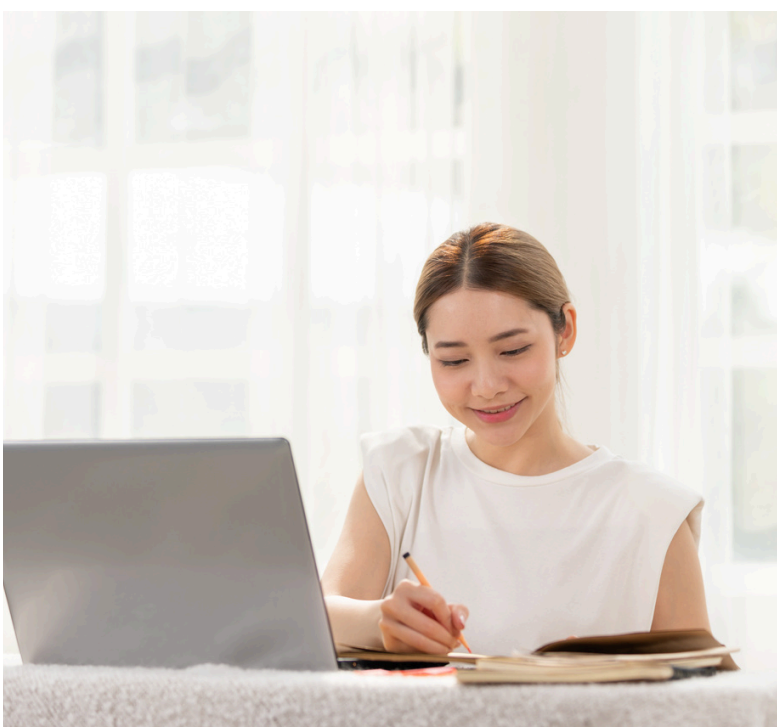
### Not included

- ▶ Personal expenses
- ▶ Meals except for the above-mentioned group meals
- ▶ Public transportation

\*To benefit from the exchange rate, you must be nominated by your home university



## Entry Requirements



- ▶ Students must have undertaken at least 1 year of undergraduate study at their home institution
- ▶ Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)
- ▶ Space limited, waiting list possible
- ▶ Applications will be processed on a “first come, first served” basis, including nomination





# ESSCA

SCHOOL OF  
MANAGEMENT

[Short-programs@essca.fr](mailto:Short-programs@essca.fr)

**ESSCA Aix-en-Provence**  
**38 Route de Galice**  
**13100 Aix-en-Provence**  
**FRANCE**

# We look forward to seeing you!

## Creating Futures



AACSB, AMBA, and EQUIS  
accredited

Associate member  
of UCO (Université Catholique  
de l'Ouest)

Member of FESIC and  
Conférence des Grandes  
Ecoles

EESPIG certified



# 2025 SUMMER